

**Subject:** Re: Postpone Marketing Committee Meeting  
**From:** Lorena Parker <lparker@sanpedrobid.com>  
**Date:** 03/21/2016 05:11 PM  
**To:** Alan Johnson <AlanJ@victory-group.com>  
**CC:** eric eisenberg <ericeoban@gmail.com>

Alan,

Here's my first draft. I need to go through it again to see if the vision/mission relate to the goals.

Let me know if you have any feedback. This is only a draft.

Lorena Parker  
*Executive Director*  
*San Pedro Property Owners' Alliance*  
**San Pedro Historic Waterfront  
Business Improvement District**  
390 W. 7th Street | San Pedro, CA 90731  
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[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)  
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On Fri, Mar 18, 2016 at 3:26 PM, Alan Johnson <[AlanJ@victory-group.com](mailto:AlanJ@victory-group.com)> wrote:

Perfect thanks, have a great weekend!

**From:** Lorena Parker [mailto:[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)]  
**Sent:** Friday, March 18, 2016 11:59 AM  
**To:** Alan Johnson <AlanJ@Victory-Group.com>  
**Subject:** Re: Postpone Marketing Committee Meeting

Alan,

I wanted the Board of Directors to vote on a clear path that the Marketing Committee can follow.

I will prepare that document and present it to the board for their approval at the next board meeting.

I will finish the draft on Monday and will be happy to send it to you for your input.

Best regards,

Lorena Parker

*Executive Director*

*San Pedro Property Owners' Alliance*

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On Fri, Mar 18, 2016 at 1:44 AM, Alan Johnson <[AlanJ@victory-group.com](mailto:AlanJ@victory-group.com)> wrote:

Lorena-

I wanted to ask what the clear direction might look like, would it be the goals Greg mentioned at the last Marketing meeting? Would there be a written up proposed direction for the board to consider or would we start from scratch? I ask because developing this could be a long and involved process especially since there are such divergent opinions.

I guess what I am saying is that it strikes me as committee work to develop proposed direction, goals and budget and present to the board for approval. Maybe I am not grasping what you are proposing and I am open to however you would like to handle it, I just wanted to share my thinking.

Alan

**From:** Lorena Parker [mailto:[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)]  
**Sent:** Monday, March 14, 2016 4:48 PM  
**To:** San Pedro Historic Waterfront PBID <[LParker@sanpedrobid.com](mailto:LParker@sanpedrobid.com)>  
**Subject:** Postpone Marketing Committee Meeting

Good afternoon,

In order to get clear direction for the Marketing Committee to follow, I have decided that the Board of Directors needs to pass a motion with clear direction/objectives of the Marketing Program before we can move forward.

Therefore, I am going to cancel the meeting that we had scheduled for this Thursday, March 17th to allow the board to pass a motion at our next board meeting.

Thank you for your kind attention.

Sincerely,

Lorena Parker

*Executive Director*

*San Pedro Property Owners' Alliance*

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Re: Postpone Marketing Committee Meeting

| [www.sanpedrobid.com](http://www.sanpedrobid.com)

— Attachments: —

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Mission-Vision-Goals March 21, 2016.docx

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